

-- ABSTRACT

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A graphical user interface and related programs are provided for capturing and retrieving data corresponding to subjective motivations, mental impressions, reasons, etc., for engaging in a particular transaction, such as for purchasing or selling a security or other item. The interface presents the user with a menu of potential selectable parameters, and a preference field for visually identifying and arranging such parameters. By selecting and placing such data parameters on the data canvas, a user can effectively express rationale or factors associated with an actual or proposed transaction in a visual depiction or picture form. The interface is used in connection with a stock portfolio management application, where it is used to capture user rationale and logic for purchasing or selling financial instruments such as securities, options, etc., and in other environments where it is desirable to collect or query data in a combination of text and picture form. Query options and feedback concerning such visual depictions and data pictures can also be provided within the interface. --